

My Neighborhood...



Introduction

INTRODUCTION

Purpose of the City of Chandler General Plan

The Chandler General Plan provides a clear future vision for City decision-makers, residents and others working with the City. It includes fifteen elements that, taken together, provide a blueprint for growth and development that will enhance the life of Chandler residents and businesses. All parts of this Plan are related and should be collectively applied. Additionally, there are many master plans, specific area plans and other policies that serve as specific plans implementing this Plan. Each of these should be considered in concert with the Plan. A list of the master plans, specific area plans and other plans and policies used in the development of this General Plan are included in Table 1 on page 5. These current, approved area plans and policies will remain in effect and are considered implementation tools of this document. This Plan also meets the requirements of Arizona State Law for General Plans, A.R.S.9-461.05.

What is a General Plan and Who Uses It?

A general plan is an expression of long-term community intentions regarding the future development and physical form of the community. It contains maps, goals, objectives and policies that are used to coordinate and implement land use decisions with other decisions about infrastructure, parks, recreation and open space, city services, housing supply and affordability and public resources such as air and water.

City decision-makers and staff, residents, and others working with the City to describe a common understanding of the expectations of the community may use this Plan and the actions needed to achieve these expectations. Residents can use the Plan to learn about their City, how it plans to maintain or enhance the high quality of life that residents and businesses now enjoy and the City's long-term plans for growth and development. The City staff, the City Council, the Planning Commission and other decision-making or advisory entities within the City will use the Plan as a guide to make sure that infrastructure, land use and other decisions are coordinated. Those working with the City can use the General Plan to help them understand the types of developments appropriate to the City and the plans for future development.

Public Involvement in the Development of this Plan

The ideas and opinions of Chandler residents were considered in the development of this Plan and many other plans that are incorporated into this Plan. Throughout the General Plan update process, residents were provided information about the Plan at public events, including the Chandler Ostrich Festival, Water Fair, Cinco de Mayo, three community open house meetings, and presentations to civic groups such as the Chandler Chamber of Commerce, Rotary, Kiwanis, Lions Club and Soroptomists. In addition, presentations on the Plan were provided to City Boards, Commissions and Committees, such as the Neighborhood Advisory Committee, Parks and Recreation Board, and Planning and Zoning Commission. Finally, to ensure that ideas representing a broad cross section of the City were considered in the Plan development process, the City conducted an in-depth telephone survey of 304 Chandler residents representing a statistically valid sample ($\pm 5.8\%$ overall sampling error) in January 2001. A copy of the survey is included in the Appendix. The survey found that the vast majority (92%) of Chandler residents believe that they have a good or excellent quality of life and many (64%) believe that in the future, their quality of life will remain the same or improve.

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To keep residents informed about the plan development process, the City hosted a web site. The web site included the survey information, information on public meetings, and a copy of the Plan.

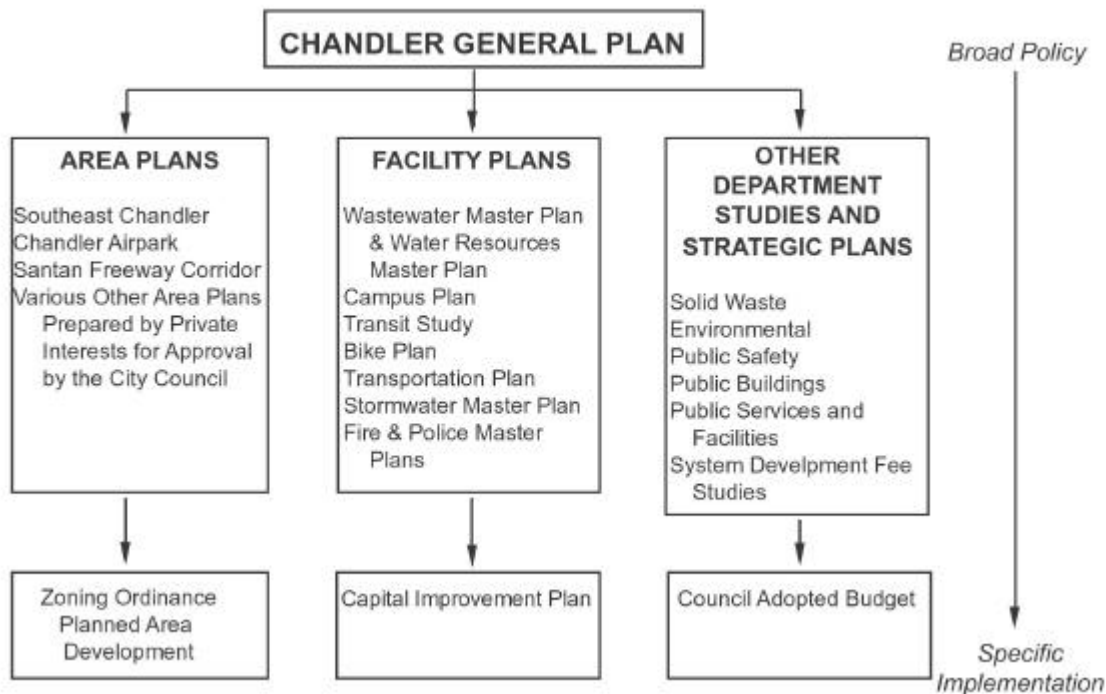
The Chandler City Council promoted and actively involved residents, business owners and other stakeholders including minority stakeholder groups in the planning of the community. The City adopted goals and strategies to promote effective, early and continuous public participation in the development of the Plan and future Plan updates.

How This Plan Is Organized

This Plan is organized into four sections that reflect the four fundamental components of Chandler's high quality of life - Our Communities and Neighborhoods, Our Resources, Our Mobility, and City Functions and Services. Within each of these sections are the General Plan elements which contain specific goals, objectives and policies that will be used to guide the City's growth and development in a variety of areas. Goals are defined as the desired results and are broad in definition. An objective is a level of achievement or benchmark toward achieving a goal. Policies are defined as measures that the City can take to reach the objectives and attain the goals.

The Table on the next page lists the elements contained within each section of the General Plan and the specific plans, including Council-approved master plans, specific area plans, and facility plans that should be considered in conjunction with this document which implement the General Plan. A Glossary is located in the Appendix of this Plan.

Figure 1, Hierarchy of General Plan Related Documents



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Table 1 General Plan Sections, Elements and Supporting Documents		
GENERAL PLAN SECTION	GENERAL PLAN ELEMENTS	RELATED PLANS AND DOCUMENTS
Our Communities and Neighborhoods	Land Use	<ul style="list-style-type: none"> • Southeast Chandler Area Plan (September 1999) • Airpark Area Plan (December 1998) • Santan Freeway Corridor Area Plan (October 1999) • Other Area Plans prepared by private interests, as prompted by rezoning applications, and approved by Council including: <ul style="list-style-type: none"> - Ocotillo Area Plan - Gateway Area Plan - Various Square Mile and Partial Square Mile Area Plans
	Growth Area	<ul style="list-style-type: none"> • Southeast Chandler Area Plan (September 1999) • Airpark Area Plan (December 1998) • Santan Freeway Corridor Area Plan (October 1999)
	Conservation, Rehabilitation and Redevelopment	<ul style="list-style-type: none"> • Chandler Redevelopment Element (July, 1995)
	Housing	
	Cost of Development	<ul style="list-style-type: none"> • City of Chandler Utility System Development Charge 2000 Update (August 2000) • City of Chandler Arterial Street SDF Update (August 2000) • City of Chandler System Development Fee Analysis Update (August 2000)
Our Resources	Open Space and Recreation (combined elements)	<ul style="list-style-type: none"> • City of Chandler Parks and Recreation Master Plan Update 2000 • Southeast Chandler Trails System
	Water Resources	<ul style="list-style-type: none"> • City of Chandler Water Resources Master Plan
	Conservation and Environment (combined elements)	<ul style="list-style-type: none"> • Revised MAG 1999 Serious Area Carbon Monoxide Plan Executive Summary (Chandler Sub-part) • Revised MAG 1999 Serious Area Particulate Plan for PM-10 Executive Summary (Chandler Sub-part)
Our Mobility	Transportation and Circulation	<ul style="list-style-type: none"> • City of Chandler Transportation Plan Update • City of Chandler Final Report Transit Plan (February 1997) • City of Chandler Municipal Airport FAR Part 150 Noise Compatibility Study/Program (June 1999)
	Bicycling	<ul style="list-style-type: none"> • City of Chandler Bike Plan Update (October 1999)
Our City Functions and Services	Public Buildings	<ul style="list-style-type: none"> • City Campus Use Study and Plan 2001 • Chandler Public Library Strategic Plan 2000-2003
	Public Services and Facilities	<ul style="list-style-type: none"> • City of Chandler Wastewater Master Plan • Water System Facilities Master Plan • City of Chandler Stormwater Master Plan • City of Chandler Solid Waste Business Plan
	Safety	

My Neighborhood...

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Context

CONTEXT

Introduction

This section consists of Chandler's history, regional setting, and current growth. These are important because it is within this context that the historical, economic, population and environmental influences that affect the future growth and development of Chandler occur.

History

The City of Chandler developed in an arid desert region initially lacking the resources essential for irrigation and farming. The concept of delivering irrigation water through a series of canals was based upon a system initially conceived by the Hohokam peoples, centuries ago. The ability to irrigate crops throughout the area by this method inspired confidence for a new town that later would be known as the City of Chandler, Arizona.

In 1891, Dr. Alexander John Chandler purchased 80 acres of land from the federal government south of Mesa in hopes of creating his vision of an ideal community – Chandler Ranch. Although Dr. Chandler was a veterinarian, his interests in the science of irrigation and water transport led to the founding of the Consolidated Canal Company. This company played a vital role in the excavation of a new Mesa Canal and the Consolidated Canal System that would ultimately supply water to settlers in the Southeast Valley. With the renewed interest in agriculture, thousands of acres were cultivated, but assistance was still requested from the federal level for additional irrigation projects. In 1902, President Theodore Roosevelt signed the National Reclamation Act, which authorized federal dam projects for the west. In 1903, the Salt River Project was approved and plans were drawn for what is known today as Roosevelt Dam. The Roosevelt Dam provided a steady flow of water for irrigation purposes, however, the charter of the Salt River Project limited landowners irrigation rights to only 160 acres. Through acquisition and irrigation deals with settlers, Chandler Ranch had grown to 18,000 acres and Dr. Chandler subdivided his ranch.

At that time, Dr. Chandler conferred with several planning consultants, including Frederick Law Olmstead to create a city layout inspired by the post-industrial, City Beautiful movement. Dr. Chandler hired planners and architects to subdivide the ranch and design a townsite that would be known for its spacious lots, wide boulevards, and a town green unique to the Southwest. The plan created a central Town Square and business district surrounded by residential neighborhoods. Chandler Ranch was advertised nationwide and in 1912 opened for business. Growth was slow at first, but Dr. Chandler knew that the Town needed to become a destination for tourists that might later become residents. The San Marcos Hotel, the area's first luxury resort was constructed and opened on November 22, 1913. George W. P. Hunt, Governor of Arizona, Carl Hayden, U.S. Representative, and Thomas Marshall, Vice-President of the United States, were among the 500 guests present for the grand opening. With the addition of the San Marcos Hotel as the Town's centerpiece, new businesses emerged around a centrally located park, creating that town square feel that was envisioned by the planners and architects. One year after the first advertised land sale Chandler began to look like an established town.

As the years passed, cotton became the most profitable crop in Chandler. Despite the emergence of new businesses in the Town Square, agriculture was still the biggest business in Chandler. Cotton, grains and alfalfa were the primary crops. Farmers raised cattle, sheep, and ostriches. By 1920, Chandler had more than 1,000 residents. It became clear that the overnight growth of the Town strained the initial planning efforts and infrastructure that was in place. Automobiles had become the main form of transportation, so the Town's roads needed to be paved. In May of 1920, the citizens of Chandler voted to incorporate the Town of Chandler and Dr. Chandler became interim mayor until a formal election could be held. Soon after the Town incorporated, a Town Council was formed, and a planning process was revisited to address the

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needs of the community. As a result, a General Town Plan was adopted, and in 1926 Chandler became the first Arizona municipality to adopt a zoning code. Over years, the citizens continued to affirm the importance of land use planning and regulation through periodic code and plan updates.

By the late 1930s, Chandler was experiencing problems spurred by growth and technology. The original street layout of the Town Square began to pose problems to those in newer and faster automobiles, as well as those attempting to navigate delivery trucks around the narrow roads throughout the plaza. The Town's original design was no longer safe or practical. Thus, in 1940, the State proposed to align Route 87 down Arizona Avenue and divide the original park in half for a highway. In part because of the construction of a United States Air Force training base being located east of Chandler, the end of World War II saw Chandler's population double and reach 3,800 by 1950. On May 24, 1954, the status of Chandler was upgraded from Town to City.

THE CITY TODAY

Regional Context

Chandler is part of the rapidly growing Southeast Valley in the Metropolitan Phoenix Area. The Southeast Valley (Figure 2) is composed of the cities of Mesa, Chandler, Tempe, Gilbert and Queen Creek. All of these communities were farming communities, and all have or are already experiencing a rapid transition from agriculture to an urbanized economy in a suburban setting. Some jurisdictions, such as Queen Creek and Gilbert, are actively working to retain an agricultural and rural feel to their community, and other communities, such as Mesa and Chandler have identified specific areas for rural or agriculturally oriented development.

The Southeast Valley is the Metropolitan Phoenix Area's high-tech center and is home to many global technology firms and new economy businesses attracted to the suburban lifestyle, quality schools and business friendly environment.

The borders of the Southeast Valley include Pinal County to the east and southeast, the Gila River Indian Community to the south, and the Salt River to the north. The western boundary is the Chandler and Tempe city lines, defined by the I-10 Corridor. Two mountain ranges, the Santan Mountains to the south and the Superstition Mountains to the east, frame the generally flat landscape of the Southeast Valley cities.

The City of Chandler

Chandler is located in the southwest portion of the Southeast Valley subregion. Its incorporated area is 58.5 square miles. The City's planning area is 71.5 square miles. Chandler is characterized by a generally flat landscape framed by views of the Santan Mountains to the southeast and the Superstition Mountains to the east. The Loop 101 freeway passes through the west-central portion of the City, the planned Santan Freeway will pass through the south-central portion of the City and the existing State Route 60 provides access just north of the City's northern border. The Town of Gilbert borders the City to the east, Tempe and Mesa border Chandler to the north, Phoenix forms the western border, and the Gila River Indian Community lies to the south.

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In 2000, Chandler was the fifth-most populated city with the third-fastest growing population in the Valley. As of the 2000 census, the City of Chandler included 176,581 residents, representing a 95% increase from the City's 1990 population of 90,533. By 2010, the City is projected to have 239,459 residents¹. Chandler's residents are slightly younger and slightly wealthier than those in Maricopa County and in the Southeast Valley. Over the next decade, the City's total population as a share of the Southeast Valley and the County is also projected to increase.

Chandler's diversity of housing opportunities and large, working age population contribute to making the City a prime location for a variety of employment opportunities. The City's Corporate Citizens and Chamber of Commerce are active participants in community affairs and the City's quality of life. As of 2000 over 74,300 people worked in the Chandler Municipal Planning Area, accounting for 5% of the total employment in the County. The City's current job to population ratio is estimated at .43 jobs for every resident. Over the next decade, over 168,500 people are expected to work in Chandler. The percent employment growth is projected to increase almost twice as much as the percent of population growth, bringing the job to population ratio to 0.70.

Within Chandler, there are different areas identified by general characteristics such as land use and age. It is understood that these areas have distinct qualities, planning issues, and opportunities. Area Plans, which address the unique character of each planning area, have been developed for many of these areas. The recommendations in each area plan are designed to provide refinement to the broad land use categories, goals, objectives and policies contained in the General Plan. They vary in detail and precision due to the fact that some areas are almost completely developed, while others, notably those in Southeast Chandler, will be actively developed for the next 20 to 40 years. Zoning provides clear direction for specific projects developed within each area.

¹ City of Chandler Planning Department

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General Plan Update

Regional Context Map



Figure 2

